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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

EFEK MEDIASI KEPUASAN DAN REPUTASI BANK PADA PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS NASABAH (STUDI KASUS BANK SYARIAH MANDIRI CABANG BANDA ACEH)

ABSTRACT

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This study to determine the effect of service quality on customer loyalty and to find out how a mediation variables such as bank's reputation and customer satisfaction effect on service quality and customer loyalty. The samples on this research were 160 respondent and all of which were customer of Bank of Syariah Mandiri Banda Aceh. Structural Equation Model (SEM) using Amos application was used as the metode of this research. The result of this research indicate that service quality significantly effected both of bank's reputation and customer satisfaction, but did not effect on customer loyalty. The other side, both of mediation variables such as customer satisfaction effected on customer loyalty. The conclusion was the service quality will affect significantly the customer loyalty if only with customer satisfaction variables. It is expected the leadership of Bank Syariah Mandiri Banda Aceh continues to improve customer satisfaction customers become confident of continuing to use the products that are taught by the Bank Syariah Mandiri Banda Aceh.

Keywords: service quality, bank's reputation, customer satisfaction and customer loyalty.